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Facts & Analysis

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SEPTEMBER, 2022



Tourism in Africa: A RETHINK

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FROM THE EDITOR

TOURISM IN AFRICA: A RE-THINK

RDJ Publishing (Pty) Ltd is the publishing home of the **RDJ Briefing**, written and authored through the collaboration with RDJ Consulting Services CC (www.rdjconsulting.co.za).

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RDJ Consulting Services CC is an advisory consultancy to the Energy, Water and Transport Sectors with a focus on sustainable operations and renewable energy.



Dear Reader,

In this September edition, we are excited to center The RDJ Briefing around the topic of tourism.

We join the globe in celebrating **World Tourism Day**, this year celebrated under the theme, “**Rethinking Tourism**”. It aims to inspire the debate around rethinking tourism for development, including through education and jobs, and tourism’s impact on the planet and opportunities to grow more sustainably.

We therefore sought to center the conversation around what Re-thinking Tourism would look like in the African landscape. A rethink of Africa’s tourism considers socio-economic growth in the industry as well as everyday trends within digitalization and its impacts on the industry.

A key takeaway from our featured article, Business Tourism - A rethink looks at business tourism, a upcoming concept in the industry which relates to business travelers who extend their business trips for pleasure. You would also enjoy reading an high-level analysis of the continent’s tourism as seen in articles such as E-Banking in Africa, which looks at the benefits of E-banking transactions in Africa, and Freshwater

bodies as attractions which focuses on how artificial water bodies can enhance Africa’s tourist industry and Mining Tourism - A New Dawn for Old Mines, which focus on old mines converted into attractions. As always, stay safe and feel free to comment, compliment, and subscribe via the following email if you are a new reader: briefing@rdjpublishing.africa or reach me directly at editor@rdjpublishing.africa

Please enjoy your reading and its FREE, so share with your contacts!

Stay tuned!

WATCH THIS SPACE

Enjoy, #Stay Safe and a happy 2022 to you...

(David A. Jarrett)
Editor

Authors
RDJ Interns*



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This report is a FREE Publication written and authored through collaboration with RDJ Consulting Services CC based in Windhoek, Namibia.

The content is collected from publicly available information and so its accuracy cannot be guaranteed.

A photograph of two zebras standing in a lush green savanna with trees in the background. The zebras are facing the camera, and their black and white stripes are clearly visible.

Did You know?

Africa saw a 51% year-on-year increase in international tourist arrivals to Africa as of January 2022 over 2021 (UN World Tourism Barometer)

Courtesy: Studioroman

Quick Facts

1. In 2017, Africa's Travel & Tourism sector grew at a faster rate than any other global region, and at double the pace of the global economy.
2. The World Travel & Tourism Council reports that, over 30 million new jobs are set to be generated by Travel & Tourism by 2028.
3. 80% of the African Travel & Tourism workforce are women (World Travel & Tourism Council)
4. The Big 5 [Lions, Leopards, Elephants, Rhinos, and Buffalos] are Africa's undisputed superstars and the reason tourists set out eagerly on dawn and dusk game-viewing excursions.

ECONOMY AT LARGE

Africa and Business Travel – A Rethink?

AUTHOR: Chilombo (Olga) Priscila
Economist @ RDJ Consulting



*Travel and Tourism Contributions to GDP Courtesy: World Travel & Tourism Council – 2021 Global Economic Impact & Trends Report
Image courtesy: Pixabay*

Business travel has various appeals dependent on who you speak to. Business travel activities includes attending meetings, congresses, exhibitions, incentive travel and corporate hospitality. So when a business traveller extends their stay, this is called “Business Tourism”, and its catching on worldwide by business travellers that seek to take some time off their business trips for leisure, therefore opening up opportunities to boost the tourism industry. This is even more so in light of emergence from the Covid-19 pandemic which saw us going through lockdowns and restricted travel. Prior to the pandemic, Travel & Tourism revenues were instrumental in the restoration and expansion of natural parks and the protection of wildlife in many African countries, and in supporting local communities’ livelihoods through tourism projects.

Did you know that two-thirds of business travellers extend their business trips for pleasure when they can?

Tourism is one of the fastest growing sectors of the world economy. It creates jobs and stimulates multi-sector growth.

Business travel has always been a huge factor in the economics of the travel and tourism industry. For example, business travellers made up 12% of all airline passengers, but they account for as much as 75% of airline profits. Travel remains critical to business growth, which is why companies are approaching pre-pandemic business travel levels.



With the outbreak of the pandemic, business tourism slowed significantly, and is only seeing slow recovery now. With business travel returning at near full force, it is expected that the 2022 numbers on travel and tourism's impact on GDP will be much closer to 2019 levels. This increase is good for the global economy — and good for all of the businesses that are operating in it.

Unlike leisure travel, business travel flows depend on the dynamism of economic activity at the destination. Global hotel groups such as Accor, Starwood, Intercontinental, and Kempinski continuously plan for growth in the business travel market. Business tourists tend to have a higher average daily spend and are less seasonal than leisure tourists. The development of high-quality business hotels creates a large network of downstream benefits for the destination and increases demand for more business tourists. Given the massive raise in global investment interest for Africa's energy, water, mining, transport and ICT sectors, there is now impetus and potential to be continuously receiving international delegates and investors in search of exploration opportunities in various industries locally. Hence it is crucial to take advantage of such circumstances to establish and promote business tourism in Africa.

Here are some examples of attractions for business travel;

South Africa

Although South Africa's scenery, wildlife, beaches and wine have kept leisure tourism as the sector's key contributor, business tourism is on the rise. Recognised as an important untapped segment within the powerhouse that is South Africa's tourism industry,

business tourism has become a key priority for the government in recent years, and it is hoping that by targeting business travel, the number of meetings, incentives, conferences, and exhibitions (MICE) events will increase over the next five years.

Kenya

Travel & Tourism continued to grow strongly in Kenya, expanding by 4.9% in 2019, driven in part by the improving connectivity and government prioritisation of the sector through, for instance, attracting and enabling the private sector investment for tourism related projects.

Tunisia

Tunisia was the fastest growing country in Africa and sixth in the world, with Travel & Tourism GDP expanding by 12.9% in 2019, significantly ahead of the overall economy growth of just 1.3%. What is more, Travel & Tourism significantly outpaced the overall economy growth for the third consecutive year. This comes on the back of the efforts deployed by the Tunisian government to improve security in popular tourist resorts and their ability to swiftly respond to any threats. These actions have continued to make a significant and positive impact on Travel & Tourism.

One of the major challenges African countries face from securing large numbers of business tourists in the continent despite having so many natural attractions, is the method used in the promotion of tourism itself. To overcome this, Africa needs to find strategies towards developing a competitive, sustainable, and integrated tourism. Areas to be addressed include:



1. Policy Reforms – tourism requires a sound policy and investment framework that addresses economic, social, and environmental issues and encourages private sector investment.
2. Capacity Building – this empowers client country tourism ministries, tourist boards, tourist associations, tourism professionals, and civil society to provide quality service and make better use of tourism knowledge and information.
3. Private Sector Linkages – this involves integrating tourism into other sectors of the economy to make it a more effective vehicle of poverty alleviation, job creation, and economic growth.
4. Product Competitiveness – this has to do with developing partnership projects to improve access, upgrade infrastructure and attractions, and improve destination positioning to produce internationally competitive tourism products and tourism infrastructure.

Apart from this, enhancing the global visibility of Africa's tourism brand through digital marketing is another gap that needs to be filled. A study that explored digital marketing and tourism with a focus on opportunities for Africa also revealed that digital media, content and mobile advertising are among the trends in digital marketing and, thus, affords Africa the opportunity to market its attractions to tourists in this digital era. By

doing so, this puts Africa in the face of those interested in touring the continent for pleasure, as well as for business.

Business tourism is expected to be one of the hottest growth markets for travel industry providers in the years ahead. The developing and transitioning economies in Africa that are interested in expanding revenues from business tourism need to focus on both the individual business traveler and the meetings and conventions sector of the market.

Given the universal celebrations of *World Tourism Day* set to take place on 27 September 2022 under the theme “Rethinking Tourism”, what do you think Africa still needs to address in order to achieve a sustainable, profitable and inclusive tourism industry?

The conversation continues at briefing@rdjpublishing.africa

Readings

- <https://www.tradeforum.org/Business-Tourism/>
- <https://openknowledge.worldbank.org/handle/10986/12841>
- <https://jtbbusinesstravel.com/travel-and-tourism-impact-on-the-global-economy/>
- <https://oxfordbusinessgroup.com/analysis/high-expectations-south-africa-aims-become-top-business-travel-destination>



OIL & GAS

September 2022 Fuel Prices Update



NAMIBIA



Effective as of 1 August 2022

**N\$ 22.120 /
US\$ 1.270**

per litre Diesel 50ppm

SOUTH AFRICA



Effective as of 1 August 2022

**R 25.923/
US\$ 1.513**

per litre Diesel 50ppm

ANGOLA

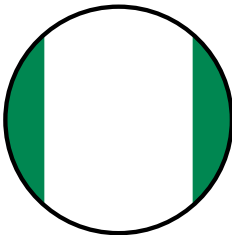


Effective as of 1 August 2022

**Kz 135.000/
US\$ 0.315**

per litre Diesel 50ppm

NIGERIA



Effective as of 1 August 2022

**₦ 774.380/
US\$ 1.811**

per litre Diesel 50ppm

The US\$ equivalent refers to current exchange rates (September 2022)
Data Source: theglobaleconomy.com

7 - 9 March 2023

Cape Town International
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- » Country High Priority Energy Project development opportunities
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- » Independent Power Producers
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Angola



Botswana



DR Congo



Eswatini



Mozambique



Namibia



Nigeria



South Africa



Ethiopia



Ghana



Kenya



Lesotho



Sudan



Tanzania



Uganda



Zambia



Zimbabwe

to attend the 2023 Africa Energy Indaba

MINING

Mining Tourism - A New Dawn for Old Mines?

AUTHOR: Chilombo (Olga) Priscila
Economist @ RDJ Consulting



The town of Kolmanskop, Namib Desert – Namibia

A study that focused on the tourism sector in the North West Province of South Africa through a case study approach across eight mines argued that the closure of mining operations should not be seen as a threat, and miners, government and communities adjacent to these mines should consider mining tourism as an opportunity to establish a niche tourist product. Mining tourism has the potential to boost entrepreneurship in South Africa.

Beneath the soil of the African continent, lies a wealth of mineral resources of enormous value! Many African economies, as well as the rest of the world rely greatly on the exploration of these resources. Mineral exploration and production constitute significant parts of many African countries economies and remain key to economic growth, while about 30 per cent of the world's total mine-

ral reserves and a significant share of the global production of economically important minerals and metals lay beneath the Africa soil as detailed in the April Edition of the RDJ Briefing (https://issuu.com/rdjbriefing/docs/copy_of_rdj_briefing_-_april_2022).

Given so much wealth, Africa has become a hub for significant investment and exploration in the mining industry over the years. In 2019 for example, the continent produced almost 1 billion tonnes of minerals worth \$406bn. This means that vast lands – in many cases towns, are used and explored to obtain these natural resources, and consequently, most likely to be left bare and/or abandoned at the end of the mines' lifetime.

In fact, underground and open pit mines are commonly abandoned when there are no materials left to excavate, or when it becomes uneconomical or when there is no party to pay for the restoration. Miningdigital.com reported that across Africa, there are around 6000 abandoned mines, most of which were left because of the lack of profitability. These abandoned mines cause sewage to run through village streets and dust to cover the buildings. Some of these mine-shafts have now been taken over by illegal miners.

Apart from the dangers posed by abandoned mines, job losses is another issue to deal with at the end of mining operations. In South Africa for example, a study that investigated the political economy of mining tourism revealed that even when communities own mining rights, this does not guarantee any sustainability of their mining industry. Many mines in South Africa are closing down; resulting in job losses of many breadwinners. Retrenchment, rather than retirement is a common phrase in the South African mining industry.

Is there a way of turning these mines into tourist attraction destinations?

Well, instead of communities and the government focusing only on the dangers and economic disruptions caused by closed mines, it is crucial to explore new products such as mining tourism. As a matter of fact, old mines are now being recognised as having tremendous potential for industrial tourism, so much so that it's earned its own name – 'Mining Tourism'! While often being overlooked in some countries, others have been embracing it and making significant income through continuous visits by tourists.

Some good examples of countries that have taken steps to making Mining Tourism a reality, and have already been profiting from their initiative, is South Africa and Namibia.

The Gold Reef City, Johannesburg - South Africa

In Johannesburg, one of the top attractions for families is a theme park built on top of an old gold mine which closed in 1971. Though Gold Reef City began its life as a working mine, it has since transformed into an action-packed theme park modelled to resemble the Gold Rush era of the 1880s. Staff don period costumes and the buildings are built to mimic the architecture of the time. Theme park-goers who want to add a bit of education to their day can even visit a museum and watch a demonstration centered around gold mining.

On a normal day, Gold Reef City reports slot pay-outs amounting to over six hundred thousand rand (R600,000 or USD35,000) within a 24 hour period. This demonstrates the profitability of mining tourism initiatives.

The town of Kolmanskop, Namib Desert - Namibia

The sandy ghost town of Kolmanskop, located in the barren Namib Desert of southern Namibia, sprung up as a booming German diamond mining town in the early 1900s. However, when World War I broke out, mining operations came to a halt, and since then the desert has reclaimed its territory.

Today, what's left of the town, including the mine, is covered in sand, which encroaches even into the interior of the buildings. By booking a tour in Luderitz, visitors can explore the houses and community buildings left behind by the Germans after mining operations ceased.

Apart from African countries trying to advance mining tourism in the continent despite the inherent issues with developing a successful mining tourism industry in old mining towns, *Mining International Ltd.* also reported that there are many examples of such successes around the globe. In South Wales a number of old coal mines have been turned into successful tourism ventures. Ancient mines lie scattered across the UK, including the Llechwed Slate Caverns and Poldark Mine. The UK also has the Big Pit National Coal Museum at Blaenafon and the National Mining Museum for England at Wakefield. Across the channel in France, there is the Mining Center of Faymoreau whilst Germany has some fabulous mining tourism locations like the 300-year-old Himmelfahrt silver 'show' mine and UNESCO heritage sites in the Ruhr.

The culture of turning mining sites into tourism destinations of the future has remained a path to nation-building in many states. Mining tourism has the potential to boost entrepreneurship especially in Africa for being known to have numerous and massive old mines occupying significant amounts of land. However, the conversation continues at briefing@rdjpublishing.africa.

Readings:

- <https://www.aljazeera.com/news/2018/2/20/mapping-africas-natural-resources>
- https://www.researchgate.net/publication/329933073_The_political_economy_of_mining_tourism_A_strategic_nation-building_opportunity_for_South_Africa's_North_West_province
- <https://www.mining.com/industrial-mining-tourism-a-new-opportunity-for-old-mines/>

Namibia’s Mining Sector in a Post-Pandemic Era

AUTHOR: Chilombo (Olga) Priscila
Economist @ RDJ Consulting



The official opening of the Namibia Mining Expo by the Deputy Minister of Mines and Energy, the Honourable Kornelia Shilunga. Courtesy: RDJ Consulting

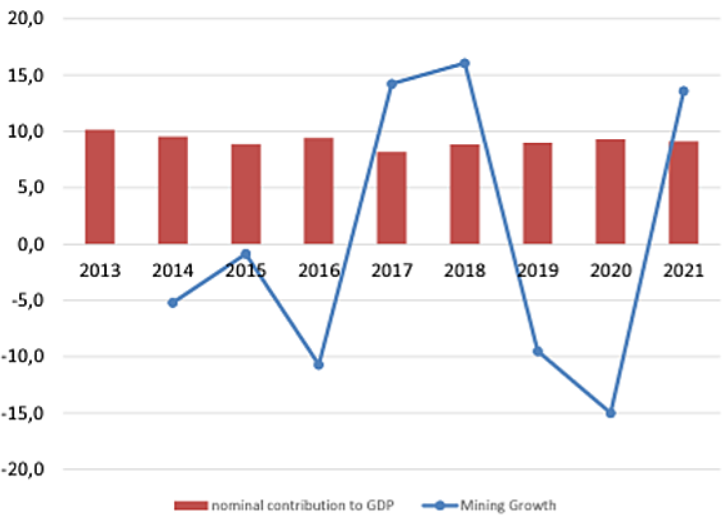
Mining is Namibia’s leading economic sector and accounts for roughly 10 percent of Namibia’s GDP annually. Namibia being the world’s fourth-largest producer of uranium oxide and a leading producer of zinc helps cement the sector’s prominence. However, this sector as with others has been hit hard by the outbreak of the pandemic, which led to slow operations and the temporary closing of some mines.

The Expo & Conference

Given the removal of the long standing covid regulations with regards to large crowds gathering and international travels, this year, the Namibia Chamber of Mines made use of every opportunity to ramp up its two-day Mining Expo & Conference that took place from 31 August and 1 September 2022 at the Windhoek showgrounds under the theme “Breaking New Frontiers in a Post-Pandemic Era”.

The Chamber reported that the event was oversubscribed in terms of exhibitor’s participation as it attracted the interest of 103 exhibitors who occupied 163 stands, unlike in 2019 were only 88 exhibitors attended in a space of 136 booths. The topics discussed during the conference which ran along side the exhibition included the resurgence of

Namibia’s uranium sector, the re-opening of historic mines, new frontiers of resilience, transitioning Namibia’s mining sector into the Fourth Industrial Revolution, green hydrogen and the catalyst for establishing a sustainable and environmentally responsible phosphate-based industry, among others.



Mining sector growth & contribution to the Namibian economy. Source: Namibia Statistics Agency



Namibian Mining Expo. Courtesy: RDJ Consulting

The Current Situation

The Namibian mining sector which is mainly comprised of diamonds, uranium, metal ores and other mining and quarrying sub-sectors, has transformed significantly from extraction and export of minerals in their raw materials to increased value addition. Value addition has been done on Gold (gold bars); Diamonds (diamond polishing and processing); Copper (copper smelting – copper cathodes); Zinc (Zinc processing leading to 99.995% pure zinc); dimension stones (processing of marbles and granites into table toppers and tiles); Coarse salt (refined salt); and Cement.

In 2021, the Mining sector recorded a strong growth rate of 13.6% due to an increase in diamond and uranium output, while withstanding its position as the largest primary sector contributor to the local economy by 9.1%

According to the *Chamber of Mines*, Namibia's total Capital Investment increased by 15.3% in 2021, totaling N\$5.592 billion investment, driven by the construction of *Debmarine's* new mining vessel, the *Benguela Gem*, along with expansion projects at the *Otjikoto* gold mine, *Rosh Pinah mine* and *Navachab*. Base metals & battery minerals such as Copper, Zinc, Lead and Tin have also been recording growth in sales for the past two years, after being slowed by the global pandemic in 2020.

Challenges ahead

The *Namibian Chamber of Mines* indicate that the key risks faced by the local mining sector are an increase in input costs (these costs are not always recovered back); geopolitical and slow global growth (the global pandemic

has made it worse, and the sector is only going through a resurgence now); and local policy & regulatory uncertainty.

The Deputy Minister of Mines and Energy, the Honourable Kornelia Shilunga said that the Russia- Ukraine conflict has changed global trade patterns spiraling inflation and increasing the costs of doing business. According to a World Bank report on 26 April 2022, experts agreed that there is a possibility of energy prices going up by more than 50% going into 2023 on the way to 2024. This is a great wake-up call to the country to start moving towards energy security.

Another notable challenge requiring attention is ownership of local mines. In its 2021 report, the *National Planning Commission* reported that many mines in Namibia are owned by foreign companies who mainly extract and export minerals to external markets, and therefore make the mining sector more skewed towards foreign (88.1%) rather than Namibian (11.9%).

Opportunities ahead

Despite the stated challenges of the mining sector, there are clear untapped opportunities out there that can revolutionize the entire industry. The recent expo for example attracted international industry leaders and provided a platform to connect, network and facilitate investors with opportunities in the country through discussions on growth and development issues related to energy, value addition, environmental sustainability and responsibility, the future of the mining sector, the effects of the 4IR and the green energy revolution among others.

The public sector

The Namibian government through the Ministry of Mines and Energy is also committed in creating a conducive environment through regulations, and policy making. The Deputy Minister of Mines also noted that the ministry is currently at an advanced stage of reviewing some of the regulations to make them more attractive and competitive.

Practical examples

The private sector is also playing its role in supporting the government’s objectives.

• Uranium - An Emerging Global Uranium Leader

Deep Yellow, a uranium exploration company focused on Namibia, is set on building a global Tier-1 uranium company. The company reports to have been successfully executing a unique dual pillar strategy to develop a geographically diversified, multi-mine pipeline targeting production of +10mlb p.a. from high quality deposits located in attractive uranium mining jurisdictions.

The current price of uranium is a low-hanging fruit for Namibia. At the beginning of 2021, the uranium spot price stood at US\$ 30.20, and started a steep increase to above US\$ 50.00 in September. On 15 April 2022, the price reached US\$ 64.50, and now, it is US\$ 48.50. Since the post-Fukushima low of US\$ 18.00 in October 2016, this is an increase of 164%.

• Gold prices

The price of gold has skyrocketed during the Covid-19 pandemic, and has since stabilised at relatively high levels. This therefore remains a favourable safe haven asset in times of uncertainty such as with the Russia-Ukraine conflict.



Gold price (\$/troy oz). Source: Bloomberg Commodity Prices

• Steel production

Steel is known for its use in housing & construction, heavy machinery & vehicles and national infrastructure, however, its production accounts for approximately 9% of worldwide CO2 emissions. Producing one ton of steel produces about 2 tons of CO2. Namibia intends to decarbonise its industry by producing green steel through the incorporation of green energy sources for production.

What Next

The industry is evolving with the fast-paced technological advancements in automation and the 4IR. This dynamic business environment promises to bring new and exciting opportunities for supplier and service providers to Namibia’s mining sector, and as a result, facilitate "Breaking New Frontiers in a Post-Pandemic Era"!

Readings:

- <https://www.miningexponamibia.com/presentations.html>
- <https://informante.web.na/?p=325268>
- <https://www.npc.gov.na/wp-content/uploads/2022/02/The-Impact-of-Mining-sector-to-the-Namibia-economy-FINAL.pdf>

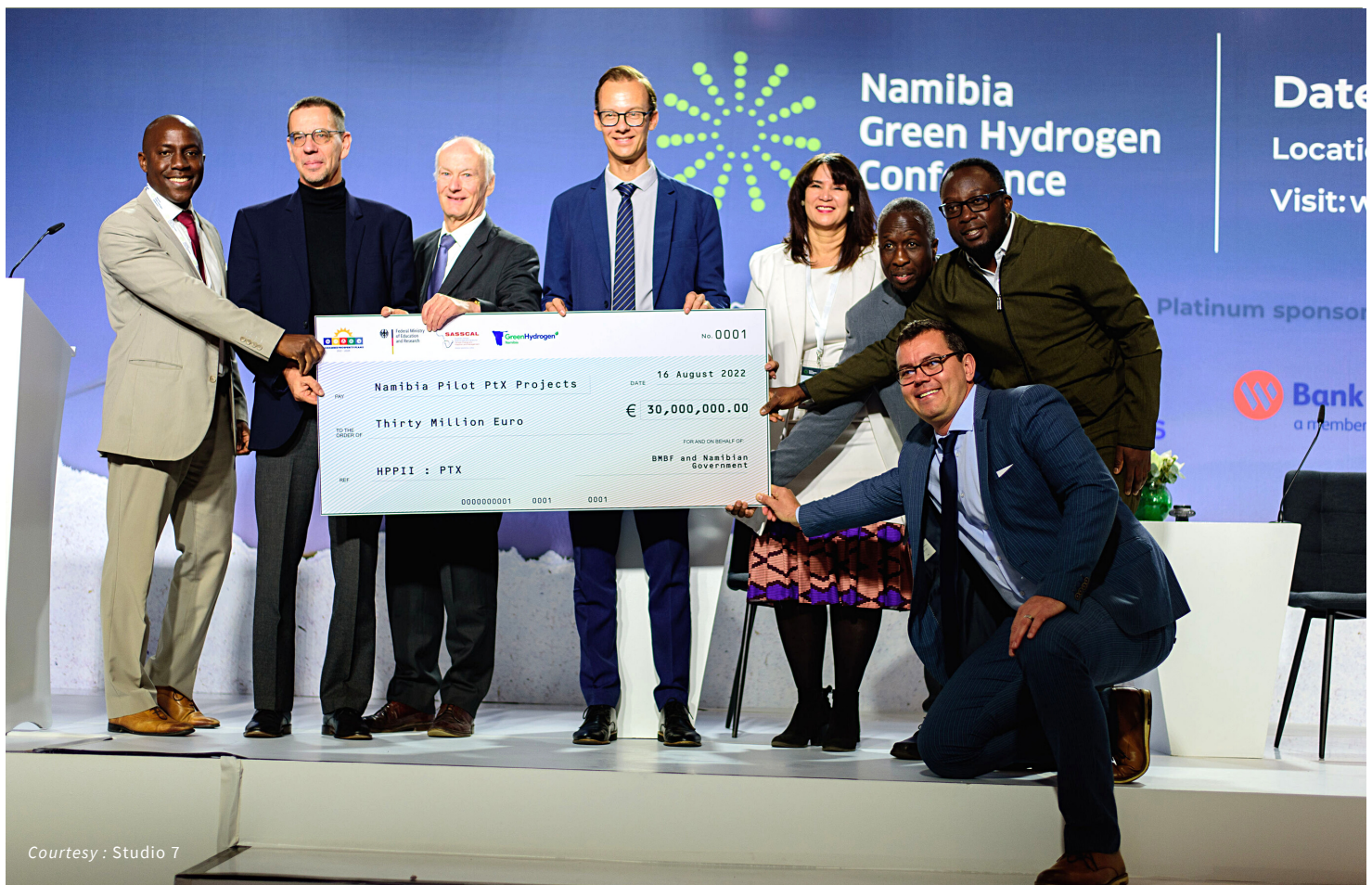


Namibia Mining Expo. Courtesy: PDA Consulting

RENEWABLE ENERGY

The Journey takes off: Namibia and Green Hydrogen Highlights of the 2022 Green Hydrogen Conference (Windhoek, Namibia)

AUTHOR: Hannah Brendell
Policy Specialist - Intern @ RDJ Consulting



Courtesy : Studio 7

NAMIBIA HAS ARRIVED!

This was the sentiment that set the stage and was echoed many a time during the two-day Green Hydrogen Conference that took place 16-17 August 2022.

Why Namibia?

Namibia has been identified as one of the few countries globally to have optimal conditions to grant it a competitive advantage in the Green Hydrogen Market. The things that make Namibia stand out include its vast uninhabited landscape, established ports and the never-ending renewable energy resources such as solar and

wind energy. Additionally, Namibia's political stability and overt government backing from the onset of Green Hydrogen discussions in 2020, make for an indomitable combination. These factors along with several announced collaborations and support from outside countries have set Namibia up as a particularly attractive development for investors and foreign governments.

This was made evident right from the onset of the event where a grant from the German Government in the order of 30 million euros (approximately N\$ 500 million) was unveiled. This is to go directly to the support financing of four Green Hydrogen pilot projects set to take place in Namibia.

The announced pilot projects include,

- Daure Green Hydrogen Agriculture Project
- TransNamib Hydrogen Diesel Dual-Fuel Locomotive
- Cleanergy and Ohlhaber & List Hydrogen Refuelling Project
- Walvis Bay Port Decarbonisation Project

It is worth noting that the University of Namibia (UNAM) through its Namibia Green Hydrogen Research Institute (NGHRI) will be supporting three of the four announced pilot projects. The event was organized by the Economic Association of Namibia (EAN), The Namibian Investment Promotion Development Board (NIPDB) and the Hans Seidel Foundation of Namibia (HSF).

The event saw numerous delegates in attendance from the international and national private sector, political spheres, hydrogen experts, non-profit organizations, the media and the general public. With the objective of the event to showcase why and how Namibia is positioning herself to be a Green Hydrogen Hub in Africa, the event fed into an understanding of the larger landscape of global Green Hydrogen trends.

The event was split into 8 sessions namely:

- Namibia: A Key Player in A New Market?
- Green Hydrogen Fundamentals
- The Legal and Regulatory Framework
- The Economics of Green Hydrogen and Global Decarbonization
- The Green Hydrogen Market
- Human Resources:
- Infrastructure And Other Resources
- Value Chains – Maximising Local Benefits
- FDI, Finance And Public-Private Collaboration

Challenges and Opportunities Ahead

- **New Industry:** Green Hydrogen being such a new field not only in Namibia but globally means being able to adapt quickly yet effectively due to the dynamism within the market. Given the 30 pilot projects currently underway globally within the industry there are many learning opportunities available

- **Skills:** Namibia lacks skills needed for the complexity required in the Green Hydrogen Industry. To address this the country needs to focus on cross national university partnerships to develop programs specific to the hydrogen industry. It will also require creating upskilling opportunities for the youth which would also address existing unemployment issues.
- **Regulation:** With Hydrogen being such a new industry there is no existing legislation focused on it in Namibia. New regulation would need to be developed but it is also vital that it be revisited frequently as it is still in it's infancy and therefore prone to changes.
- **Natural Environment:** With Hydrogen projects requiring a large land area there is the question of the natural environment and the impact on it. One such area to be utilized is the Sperrgebiet which is a fragile biological area within the Namib Naufluft Park. Ensuring thorough Environmental impact assessments means protecting both land and sea areas and any ecological life within both.
- **Private sector involvement and Financing:** For Green Hydrogen to positively impact the Namibian population there is a need to prioritize local private sector involvement as well as centering the need of international investors to make local content a priority.

What's Next?

The pilot projects as mentioned above are kicking off with funding from the German government. The Namibian Government is in the process of drafting a Strategic Plan for Green Hydrogen to be completed by 2023 and presented during COP28. Namibia aims to work quickly to put things in place to advance the Green Hydrogen Industry within its borders to maintain its competitive advantage and improve the socio-economic standing of the country and her people. Like with the dynamic nature of the Green Hydrogen Industry, RDJ Publishing is committed to keeping you abreast with analysis on the Green Hydrogen Industry in Namibia and Africa at large.

Sources:

Namibia National Green Hydrogen Conference



RDJ Publishing (Pty) Ltd team at the Namibia National Green Hydrogen Conference.

THE ENVIRONMENT

Hotel in the Sea: Is Sustainable Tourism a reality?

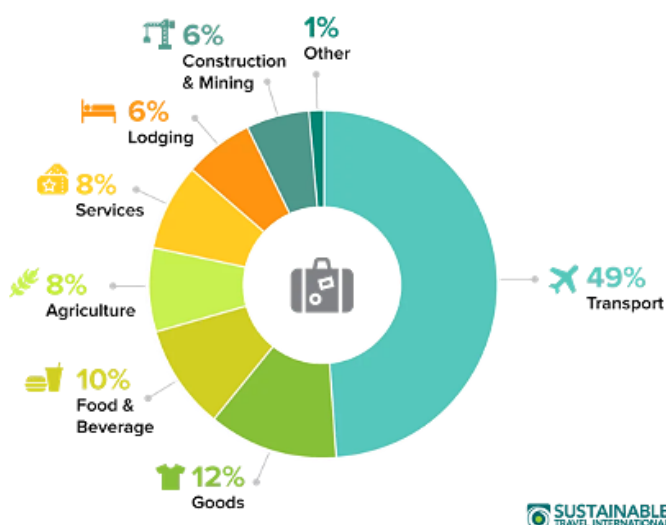
AUTHOR: *Hannah Brendell*
Policy Specialist - Intern @ RDJ Consulting



It is ironic when examined that a beneficiary of the environment is also a contributor to its demise. We all can accept that Tourism is connected to the environment in many ways, especially when we look at the Serengeti (Kenya / Tanzania), Victoria falls (Zimbabwe / Zambia), Etosha National Park (Namibia) etc., but tourism is also a significant contributor to greenhouse gas emissions which negatively affects the very environment it relies on.

Current estimates place global emissions due to tourism between 5% and 8% of total emissions. This even more ironically, is largely due to the transportation, energy consumption (based on sources) and inherent environmental degradation based on immediate human activity.

Carbon Footprint of Global Tourism



With all that said, how can both popular tourist destinations and tourists find ways to mitigate their environmental impact, adapt to the needed changes and align with an eco-friendly tourism strategy or framework?

Sustainable tourism is defined by the *World Tourism Organization (WTO)* noting that it is “tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities”. As a result, sustainable ventures seek to reduce their operations impact on the environment. Some of the steps taken include using locally sourced foods, reducing food waste, asking guests to reuse towels, greening of landscapes and using reusable bottles. According to the *We are water* foundation <https://www.wearewater.org/> nearly one million litres of water is saved by reducing towel washing and an additional million litres was saved by “extending” the use of bed sheets.

“

Sustainable Tourism-Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.

-World Tourism Organization (WTO)

On a larger scale, countries and tourism companies can look at leading practice such as investing in sustainable buildings that require less energy for cooling or green mobility, be it for rental vehicles or short distance aeroplanes. Electric vehicles are not a new phenomenon globally and as explored in our April 2022 edition, electric planes are well on their way with various applications especially applicable to short distances. These are only but a few possible measures when considering green mobility for eco-friendly tourism.

Despite much already being done in conservation efforts across Africa even more attention is required to increase animal conservation efforts and protect endangered species. During the pandemic as travel and tourism came to a standstill we also saw a decline in poaching across several countries such as South Africa and Namibia. Unfortunately, as of 2022 many wildlife hotspots are experiencing an uptick in poaching activities similar to and in some cases higher than pre-pandemic levels. Innovative solutions and coordinated efforts are vital to preserve the natural wildlife and in turn the environment closely interconnected to it.

Tourists on the other hand can choose to make more environmentally conscious decisions by travelling to destinations with more eco-friendly offerings in terms of accommodation, purchasing souvenirs crafted and or manufactured by local people and supporting conservation efforts within the destination. Eco-friendly tourism allows for more sustainable tourism which in turn means countries that particularly benefit from tourism and the environment they are invariably tied to will be able to be enjoyed for years to come.

As always, the conversation continues at briefing@rdjpublishing.africa

Readings:

- https://www.wearewater.org/en/saving-water-the-first-step-towards-sustainable-tourism_341961
- <https://sustainabledevelopment.un.org/topics/sustainabletourism>

What next for Carbon Credit Markets in Africa?

AUTHOR: Chilombo (Olga) Priscila
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Carbon Credits Workshop. Courtesy :RDJ Consulting

The World on the Move

In the last decade, the world has greatly evolved to see climate action as a needed step to restore and rehabilitate the planet. The objective is clearly protection over profit and in this quest, mankind has come together with a common goal of net-zero. To help achieve this, countries have engaged in adopting carbon credits (also referred to as carbon offsets) to neutralize carbon footprints with an aim to restore the planet. This has resulted in the exponential growth of the global carbon credit market.

Carbon Markets are fast becoming one of the policy tools used globally to accelerate low carbon development. The philosophy is one tradeable carbon credit equalling one tonne of carbon dioxide, or the equivalent amount of a different greenhouse gas reduced, sequestered, or avoided.

According to the 2022 report of the International Carbon Action Partnership (ICAP), domestic carbon markets have generated more than USD 161 billion in auction revenues worldwide. These carbon revenues are needed to address existential threats of climate change and will also play a significant role in the achievement of the SDGs, especially for developing countries.

Africa accounts for the smallest share of greenhouse-gas emissions globally, therefore the concept of carbon markets is still a new reality. However, the fast-growing economies, bold development ambitions, and rapidly growing population calls for great attention to ensure that the much needed energy does not negatively impact the push to preserve the planet. Therefore, despite the lack of numerous successfully operating carbon markets in Africa, some countries have made notable progress to reduce emissions through implemented policies and tax requirements.

• SOUTH AFRICA

To reduce emissions by making it more expensive to emit greenhouse gases, South Africa has adopted a carbon tax approach at a rate of R127 per CO₂ equivalent emitted. Despite successfully reducing emissions, the carbon tax has created new challenges regarding the timing of taxation, policy certainty, as well as costs of electricity.

• KENYA

Similarly, Kenya has been making notable progress to implement policies aimed at reducing emissions across multiple sectors. Still in the deliberations and consultation stage with stakeholders, Kenya's carbon tax has taken lessons from South Africa, with the concept comprising a major step towards a clean energy future.

• NAMIBIA

The most recent African country to join this market is Namibia! On the 29 of August 2022, the United Nations Development Programme (UNDP) in collaboration with the Ministry of Environment, Forestry and Tourism (MEFT) held a seminar on the “Promotion of Carbon Markets in Namibia for an enhanced implementation of the nationally determined contributions (NDC) towards net-zero emissions and climate-resilient development, in response to the climate emergency” – in an initiative to prepare Namibia to enter into Carbon Markets.

The project which had its inception in April 2022 was funded by the Japanese government to the tune of US\$1 million, and is expected to end in March 2023. Through it, the country hopes to establish a national greenhouse gas (GHG) emission reporting system and registry which includes NDC progress and emission reduction tracking at unit level, issuance and transfers through the accomplishment of its three major components:

- 1.Design of Key Building Blocks for a National Emissions Trading Scheme (ETS)
- 2.Provide Technical capacity building
- 3.Enabling investment climate and operationalization planning for market mechanism in Namibia.

As a continent, Africa certainly has issues regarding the impact of carbon tax on electricity prices, long-term policies and timing of tax, the lack of policy certainty, and issues regarding revenue recycling. These are indications as to why carbon markets have not taken off across the continent.

So, what does Africa need to establish a successful carbon credit market?

For a successful carbon tax system in Africa, there is a need for both political and administrative will. The UNDP reported that for Namibia, emission trading systems will require key building blocks such as:

- a robust Carbon Market policy framework;
- Carbon Market process flows including the authorization processes;
- issuance of the emission credits;

- establishment of transparent national emission registries; as well as
- capacity-building initiatives for both, public and private actors to be put in place.

The Minister of MEFT in Namibia, Hon. Pohamba Shifeta said that the government recognizes that achieving the 2030 ambition of reducing 91% of the national emissions requires all actors to come on board. The UNDP Resident Representative for Namibia also noted that the operationalization of carbon markets will require the early involvement of key stakeholders.

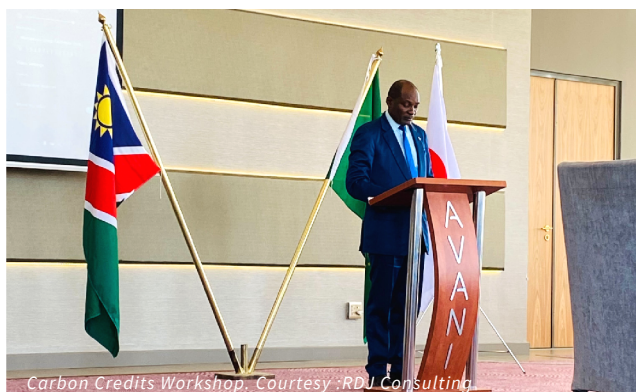
While Africa accounts for the smallest share of greenhouse-gas emissions globally, its fast-growing economies, bold development ambitions, and rapidly growing population mean that its energy use will drastically increase in the coming decades. Ensuring that the continent’s development trajectory aligns with a just energy transition is thus essential to achieving global climate goals.

Despite the notable benefits of a carbon market in Africa, the continent still has a long way to go before the concept can be effectively established and implemented. As stakeholders move towards a renewable energy future, and countries make significant progress to reduce emissions, an African carbon market should not only ensure cleaner energy processes, but also help in keeping our planet safe.

Of course, there is need for a wider discussion and so the conversation continues at ***briefing@rdjpublishing.africa***

Readings:

- <https://www.undp.org/namibia/press-releases/>
- <https://energycapitalpower.com/african-carbon-markets-challenges-and-opportunities/>
- <https://www.undp.org/namibia/blog/operationalization-carbon-markets-instruments-africa-namibia-frontrunner>
- <https://www.project-syndicate.org/commentary/africa-carbon-markets-cooperate-with-europe-by-ahunna-eziakonwa-and-maxwell-gomera-2022-06>
- World map of carbon pricing initiative: https://carbonpricingdashboard.worldbank.org/map_data



Carbon Credits Workshop. Courtesy: RDU Consulting



WATER

Freshwater as an attraction

AUTHOR: David Junias
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HOOVER DAM Courtesy: Andy Chen

While there are numerous tourist attractions in the world, they can be classified into natural attractions, events attractions, heritage attractions, and purpose-built attractions. One of the rationales to explore these as purpose-built attractions are that they are attractions that human beings can manufacture, requiring only the skillset and human capacity and as usual, financial resources to make this type of attraction stand.

Dr. Bhupender Dighliya, a Ph.D. Research Scholar at the Institute of Hotel & Tourism Management defined purpose-built attractions as those attractions that have been built purposely to attract tourists to a particular area. You might have seen plenty of these attractions in your area such as statutes, exotic buildings, and sports fields, or even by default after being built for other reasons became purpose-built attractions such as the Pyramids of Egypt.

From a global tourism view, France is identified by the World Population Review as the most visited country and has been the most popular tourist destination in the world for more than 30 years. According to the National Geographic website, France offers a myriad of attractions with the Eiffel Tower being the most visited tourist attraction and the most visited purpose-built attraction in the world. The Eiffel Tower is a wrought iron tower that stands 1,063 ft (324 m) tall, and before becoming a tourist attraction, being initially designed for the Exposition Universelle, a world fair held in Paris in 1889. Cable News Network (CNN), reports that about seven million people visit the Eiffel Tower annually. Several other attractions although not the aim of this article is the Taj Mahal, the Great Wall of China, and the Coliseum were built with another purpose but are now global attractions.

Are tourists more thrilled by man-made attractions than natural attractions?

Australian business mogul and investor James Packer supports man-made attractions, being reported by The Guardian News saying, "The natural attractions are

magnificent, but people also want man-made attractions. If you look at the biggest tourism success stories in the world, they are man-made attractions."

The National Geographic goes further and defines man-made water bodies as those artificial surface water structures, such as dams and constructed wetlands. Countries with large amounts of surface water bodies such as the United States of America (USA) are well positioned to build man-made water bodies. The U.S has 3,069 square kilometres of reserves of fresh water, and more than 100 lakes, the count includes Lake Superior, Lake Ontario, Lake Michigan, and Lake Erie as the major lakes. The U.S with its highest freshwater bodies reserves has built man-made water bodies, which are today, the world's famous purpose-built attractions such as Lake Mead and Lake Powel in Nevada, and Hoover Dam which flows between the U.S. states of Nevada and Arizona.

Even though, Africa is not one of those continents with the highest amount of fresh water bodies in the world like Asia and America, it (Africa) has numerous freshwater bodies too and has the longest river in the world, the Nile River, which flows through Sudan and Egypt. Some of Africa's freshwater bodies have been created with man-made water bodies infrastructures too, such as Lake Kariba, which flows between Zambia and Zimbabwe, Lake Volta in Ghana, Lake Nasser which flows between Egypt and Sudan, and Lake Cajora Bassa in Mozambique.

Can Africa boost its tourism industry by building more man-made water bodies and adding meaningful attractions and activities? The conversation continues at briefing@rdjpublishing.africa

Readings:

- <https://www.andbeyond.com/advice/africa/zimbabwe/discover-lake-kariba/>
- <https://grislybuzz.com/these-are-the-largest-man-made-lakes-in-africa/>
- <http://stravelandtourism.weebly.com/visitor-attractions.html>
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Lake Kariba Courtesy: yellowzebrasafaris.com

ROADS AND TRANSPORT

Aviation Boosting Tourism in Namibia

AUTHOR: David Junias
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Courtesy: Nuno Lopez

Riding of into the sunset is considered the perfect dream and thus tourism is built on the meeting of dreams. Tourism is one of Namibia's major contributors to its economy. Travel and tourism contributed approximately 14.7 percent of the GDP in Namibia, and 15.4 percent to total employment in 2019 according to the *World Travel and Tourism Council* (WTTC). However, 2020 was a roller-coaster year for Namibia's tourism industry caused by the outbreak of the COVID-19 pandemic, leading to a 65.63% decline in inbound tourists.

The *Namibian Ministry of Environment, Forestry, and Tourism* (MEFT) as the custodian of this industry values tourists who make Namibia a destination of choice and who come from across the world to see and experience the beautiful country and its people. The MEFT's outlined its future priorities in its 2019 annual reports, which are

based on upgraded maintenance and developing new protected area infrastructure, including fencing, roads, waste management facilities, and water points.

However, the underlying transport infrastructure gap created in Namibia's tourism industry is made more challenging by the widespread distances between attractions. There is a clear need for leaner, more efficient, and more effective transport infrastructures, this in turn will boost tourism in the country.

The 2019 Annual Report of *Tourism Board*, indicate that the most popular mode of transport used by tourists inbound to Namibia is via road transport (54.1%), while 42.8% arrived via air. Most international tourists came from Germany, France, the UK, the USA, China, the Netherlands, Switzerland, Italy, Portugal, and

Scandinavian countries. Surprisingly, 50.8% of inbound tourists visit Namibia mainly to see friends and relatives while 33.6% visit Namibia for a holiday, and 12.4% for business.

In 2019, 54.1% of tourists entered Namibia by road, while 42.8% arrived by air.

A foreign tourist is defined as “any visitor travelling to a country other than that of his/ her residence but outside his/ her usual environment for more than 1 night but less than 12 months and whose main purpose of visit is other than the exercise of an activity remunerated from within the place visited”. This is the *United Nation World Tourism Organisation (UNWTO)* definition used to identify who is a foreign tourist visiting Namibia.

Some tourists just want to “see it all” when traveling in Namibia, because of the plethora of natural attractions and wildlife. However, traveling by road mode may not allow tourists to “see it all” in the limited amount of time as Namibia is such a vast country.

Some of the most notable attractions in Namibia span over a wide range such as the distances between the Zambezi River in the north-east of the country (Kavango–Zambezi Transfrontier Conservation Area), Sossusvlei sand dunes in the south, and Etosha National Park in northern Namibia. Tourists visiting Namibia on limited time, such as a weekend visit to the country, may find it difficult to explore as many attractions as possible while traveling by road.

Whereas traveling by road is a lengthy and otherwise exhausting journey, air travel can bridge the gap by making travel more convenient, reliable, and time-saving. Additional benefits of air travel such as with helicopters, include added flexibility by being able to take you where other modes of transport are not able to such as trickier terrain like vast rivers areas, remote islands, and steep mountain ranges.

Some of the most popular travel-by-plane attractions include the Fish River Canyon, located in the south of Namibia. The Fish River Canyon is the largest canyon in Africa, it is also the second most visited tourist attraction in Namibia. While most travel safaris in Namibia offer travel by road services, it is high time air travel services are rationalized and prioritized in planning to allow tourists to visit as many attractions as possible.

The need for air transport convenience which can be done sustainably is crucial to make distances “shrink” and attractions “reachable”. The conversation continues at briefing@rdjpublishing.africa

Readings:

- <https://visitnamibia.com.na/wp-content/uploads/2022/03/TOURIST-STATISTICAL-REPORT-2019.pdf>
- <https://navata.com/cms/advantages-and-disadvantages-of-air-transport/#:~:text=Air%20transportation%20offers%20convenient%2C%20reliable,convenient%2C%20reliable%20and%20fast%20service.>



Courtesy: RDJ Consulting

ICT & TELECOMMUNICATIONS

Africa and E-Banking

AUTHOR: Hannah Brendell
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Courtesy: Pexels, Photo by Alexander Suhorucov

The World Bank headlines that growth in sub-Saharan Africa is expected to stall in 2022, with reductions in growth falling from an expected 4% to 3.6%. They point out that this is due to disruptions such as a global economy slowdown and persistence of other crises. Notwithstanding, lessons learnt from the covid-19 pandemic show that the internet holds great promise to bridge gaps. The *International Telecommunication Union* (ITU), Internet has long been a source of countless opportunities for personal fulfilment, professional development and value creation.

One of these gaps is to reduce the “unbanked” due to various reasons such as no branch access, long distances to service points and high cost points for banks. Enter E-Banking which has completely transformed the landscape of Africa over the past decade as evidenced by

the rapid increase of e-banking transactions (13 percent increase annually) from 2014 to 2016. Mobile banking was especially important in this electronic shift as seen in Kenya with the M-Pesa system before expanding to other Africa countries.

Digital Banking opens up opportunities of more robust entrepreneurship ventures for small and medium sized enterprises (SMEs), saves the average person time queuing up to make payments for things such as utilities or credit payments, and ultimately makes a more efficient and faster system for the people. Digital banking allows users to make transactions and payments without setting foot in a bank or finding their way to an ATM system. It is as simple as using a phone and is not limited to people with an account at a specific bank.

THE CASE OF KENYA

With Africa having the second fastest and second most profitable e-banking market globally and about 40% of Africans preferring to use digital banking it comes as little surprise that First National Bank (FNB) Namibia recently announced the first fully digital bank account in Namibia. This not only falls in line with global trends in customer expectation of low effort and easy to use platforms but with priority actions banks across the continent have or are in process of undertaking.

Some of the things that are required to make digital banking possible are reliable and affordable internet services. Whereas other countries in Africa such as South Africa and Ghana rank fairly highly, Namibia on the other hand has a way to go, ranking at 103 out of 117 countries in terms of digital wellbeing. Some of the areas that need further attention include internet quality, speed and internet affordability.

With more than 90% of populations having mobile phones, can we say the move to e-banking fully is inevitable? The Conversation continues at briefing@rdjpublishing.africa

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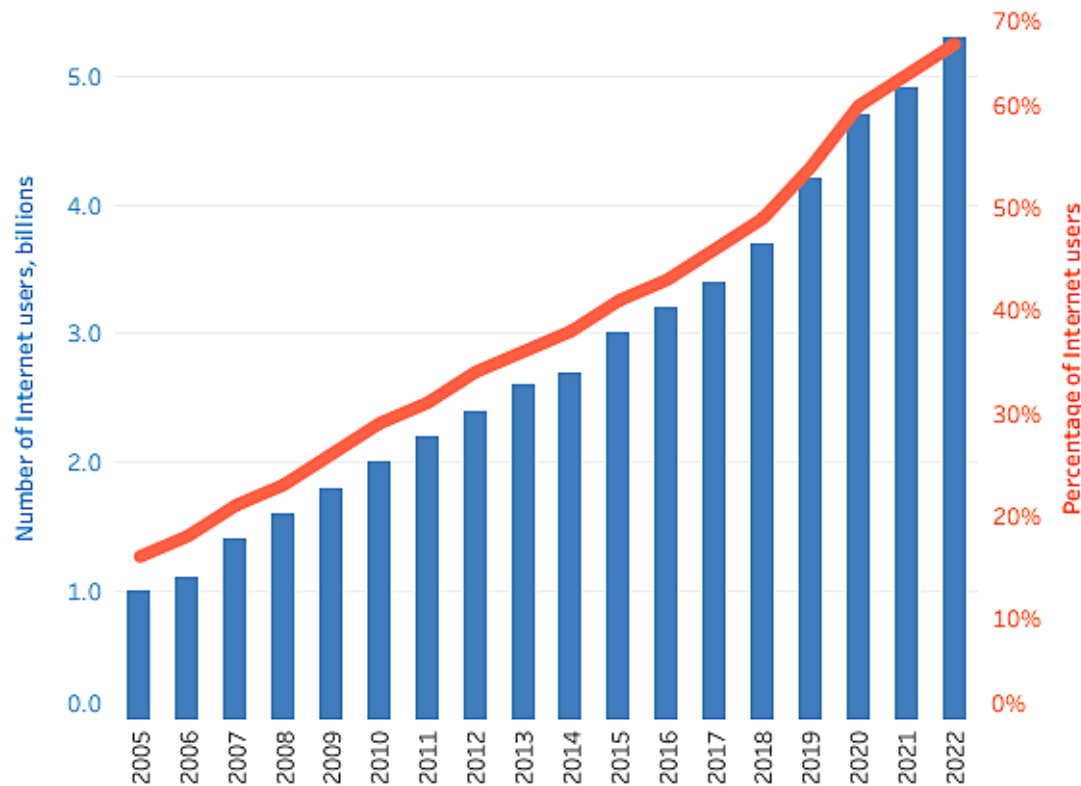
Only 19% of the adult population in Kenya has access to a formal bank account and banking services in Kenya are largely restricted to urban populations.

Ignacio Mas and Dan Radcliffe, Bill and Belinda Gates Foundation, 2010 March, Mobile Payments go Viral: M-PESA in Kenya

Readings:

- <https://www.worldbank.org/en/region/afr>
- <https://www.theeastafrican.co.ke/tea/news/east-africa/kenya-tanzania-rwanda-rank-top-for-rapid-digital-growth-3230890#:~:text=Kenya%2C%20Tanzania%20and%20Rwanda%20rank,growth%2C%20demand%20%2D%20The%20East%20African>
- <https://www.iol.co.za/business-report/economy/south-africa-ranked-68th-in-the-digital-quality-of-life-index-2021-e1cdaab2-72f5-4014-bd4b-0253aead2c49>
- https://go.backbase.com/rs/987-MGR-655/images/Backbase_African_Banker_2022_Report.pdf?utm_source=Organic&utm_medium=Website&utm_campaign=EME-A-WC-2022-04-2612-%20African%20Banker%202022&_ga=2.242403264.37252621.1663151217-160406372.1663151217

Individuals using the Internet



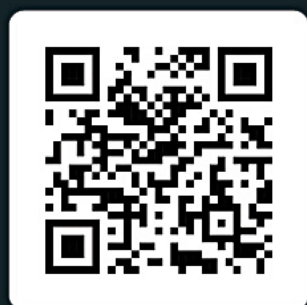
Source: ITU

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Moreover, about 40% of Africans now prefer to use digital channels for banking transactions.



Read RDJ Briefing on PressReader.



WOMEN IN INDUSTRY

Rethinking African Tourism

Interview with Ms. Netumbo Nashandi

Interviewed by Ms. Kina Indongo (Communications Contributor - RDJ Consulting)

Despite the devastating and negative impacts of the of the COVID-19 Pandemic on global travel and tourism; tourism remains an important contributor to African economies. In 2019, the industry accounted for about seven percent of Africa's GDP and contributed \$169 billion to its economy. We spoke to Ms. Netumbo Velile Nashandi, an industry professional with over a decades worth of industry experience and former Federation of Namibian Tourism Associations (FENATA) Chairperson, on the outlook of the post COVID-19 tourism industry.

Personal Journey

Ms. Netumbo Velile Nashandi was exposed to solo travel from a very young age, 5 years to be specific. Her formative education years were split between Zimbabwe, Libya, the Russian Federation and a small portion in Namibia. All these years of exposure to the rest of the world allowed her to pick up several foreign languages, including French, Russian, Portuguese, and German which she took on at the University of Namibia as a Minor, during her pursuit of the BA Tourism qualification. She is an Alumna at the Diplo Foundation, University of Malta, where she pursued Economic Diplomacy studies. She is also fluent in Ndebele and Oshindonga, albeit with exotic accents. Ms. Nashandi says her educational background, both inside and outside the classroom, enabled her to develop an understanding (and LOVE!) of travel and tourism at an early age.



“

The ability to engage people from different cultures effortlessly, people who are conditioned to operate differently from yourself, and to adapt and accommodate them,- is an achievement!

-Ms. Netumbo Nashandi



Personal achievements

Ms. Nashandi deems her ability to adapt to different circumstances and reinvent herself, one of her personal achievements. "The ability to engage people from different cultures effortlessly, people who are conditioned to operate differently from yourself, and to adapt and accommodate them, - is an achievement!." Said Ms. Nashandi. She adds that her ability to pivot in her career affords her the flexibility to engage in multi-sectoral collaborations, rather than remaining confined to i.e Tourism only or sectors that differ from studies she pursued. She has found that this approach serves as both a form of inspiration and strength, for her. Ms. Nashandi expressed that she has learned to incorporate her interests in medicine, travel, herbs, diplomacy and business into the sector she operates in "I want to encourage youth to allow themselves the freedom to be dynamic members of their communities. It's important that we are able to adapt and reinvent ourselves." Said Ms. Nashandi She adds a quote by Maya Angelou "If you always try to be normal you will never know how amazing you can be."

Rethinking African Tourism

How can women play a bigger role in the tourism sector

Ms. Nashandi believes that in the discussion of gender gaps, it is much more important to recognize and reward roles based on merit, rather than on who wears skirts or trousers. In tourism particularly, there are no longer gendered roles, men and women can be both cooks, business owners, guides, waitresses, booking agents, air hostesses and cleaners etc. More women are taking up space in key leadership positions. In terms of growing women's participation in the holistic tourism value chain, (because females outnumber males in most population censuses anyway), potential clients could stimulate more women participation by intentionally requesting services from women-owned tourism enterprises or women-owned service providers. This will certainly incentivize more women to seek out opportunities in tourism-enterprise building. Ms. Nashandi believes it is ultimately more a discussion of skill set and individual merit one brings to the table.

What are some of the core challenges facing the Namibian tourism industry and in Africa at large?

Ms. Nashandi said, "according to the Ministry of Environment, Forestry and Tourism latest Arrival Statistics for 2021, 69.9% of arrivals into Namibia are from the African continent, compared to 78% arrivals from the continent in 2019." This % drop is clearly attributed to the Covid-19 pandemic. These statistics speak volumes, in terms of demand for Destination Namibia. Some of the challenges faced, include a skewed perception that has festered over the years, that posits that African travellers cannot afford Namibian establishments and, therefore, do not warrant consistent marketing collateral of Destination Namibia. I would like to see more Namibian nationals taking up space in the Namibian tourism economy. Namibian hospitality is exceptional – for example, the majority of operational tour operators and accommodation establishment owners are non-Namibians that are legally domiciled here. This is the current status quo in most African countries that are

members of the Commonwealth and/or countries that have colonial histories. The issue of land (re)distribution and transformation in the tourism sector, also trickles down to the tourism economy and the socio-economic dynamics therein. A topic for a future discourse.

However, one of the positive spin-offs borne out of the Covid19 pandemic, is that Africans realized that over-dependency on visitors and income from traditional source markets was no longer tenable. The ongoing implementation of AfCFTA, which seeks to foster the promotion of movement of goods and people is an opportunity for Namibia and Africans/Diaspora to harness the synergies in trade and tourism ecosystems – there can be no trade without travel. Travel is a catalyst to trade.

In a tourist destination where the natural environment is the main attraction, how can those natural environments be protected while simultaneously promoting sustainable development?

Namibia is one of the few countries in the world that has most of its natural heritage protected. 42% of Namibia's land mass (including National Parks and Nature Reserves) is protected by the Namibian Constitution. This means that activities in protected

areas are managed efficiently by land owners, communities, the State and with minimal carbon footprints to ensure that the land is used sustainably to ensure flora and fauna, human and wildlife populations continue to thrive. "When we speak about sustainability we are speaking about these natural environments being available for several generations to come." Said Ms. Nashandi. Developments that would impede on the natural integrity of the natural environment are discouraged.

What is the future of African tourism in the next few years?

A Pan-African at heart, Ms. Nashandi believes that in the near future, there will be an increase in intra-Africa travel, partly due to the implementation of initiatives such as the AfCFTA; and also due to a rising pride and patriotism amongst Africans and her brethren and sistren in the Diaspora, -and a collective rejection of the romanticized colonial-era grandiose that has been perpetuated throughout history. Africans and those in the Diaspora want to discover African countries' rich cultures, history, business opportunities, unique fashions, mouth-watering gastronomy and to invest their disposable incomes within the continent. African governments would do well to expedite some of these barriers to access, which include Visa-free travel [and visa reciprocity]

for Africans on the continent, optimum air access and improved road infrastructure and networks. It is also important to note, that the African continent has the youngest median global population in the world, at 19 years. What does this mean in the tourism context? This means that we need to educate and capacitate our youth to take up more space in the tourism labor market and create opportunities through innovation. The recently concluded Africa Youth in Tourism Innovation Challenge & Summit, which was hosted by Namibia for the 1st time, is one Pan-African initiative that posits to bridge that gap. Tourism is not just about showcasing our vast natural landscapes and the wildlife that thrive within it. It is everybody's business! The future for African tourism is bright!

Conclusion

In conclusion, Ms. Nashandi encourages youth to pay no mind to the opinions of others and to neither compare your current stature to the achievements of others. Rather, seek inspiration and have clear, concise, achievable goals that are realistic to your individual circumstances. "Don't copy other people because what may work for somebody else may not necessarily work for you." Said Ms. Nashandi.



YOUTH IN ACTION

Reigniting African Tourism

Interview with Mr. Heinrich Hafeni

Interviewed by Ms. Kina Indongo (Communications Contributor - RDJ Consulting)

After the devastating effects of the global Coronavirus pandemic on the travel and hospitality industry, African tourism is beginning its journey to reigniting itself. We had the opportunity to speak to awarding winning hospitality entrepreneur Mr. Heinrich Hafeni on his opinion on the future of African tourism and travel.

Personal Journey

Mr. Hafeni completed his secondary school education at Herman Gmeiner Technical High School. He then went on to complete a certificate in entrepreneurship and new venture creation, tourism and hospitality from the University of the Witwatersrand, he also has a postgraduate qualification from Clark Atlanta University ; Master of Business Administration (MBA), Entrepreneurial and Small Business Operations.

Mr. Hafeni has an extensive background in the Tourism and Hospitality Industry. He began his journey as a tour guide which he recalls had allowed him to see many different African countries, and give him insider knowledge on the tourism industry. He then at the age of Twenty-eight in July of 2011 founded the Hafeni Afrika Tourism Group Pty Ltd. The company was created with the aim of giving the local inhabitants an opportunity to participate and benefit financially from the tourism industry. Hafeni Afrika Tourism Group Pty Ltd. is a tour operation company that specializes in Cultural tourism Operations in Local Communities allowing tourists to enjoy



an authentic African experience. Mr. Hafeni then subsequently opened a Traditional food named Hafeni Traditional Restaurant, as well as a guest lodge.

Achievements

Since founding the Hafeni Afrika Tourism Group, Mr. Hafeni has been able to travel to North America through the Namibian Tourism Board and the North American Road Show that took them through major North American cities such as New York, Toronto, San Diego, Los Angeles and Boston to name a few. Through the advocacy of his tourism work Mr. Hafeni is a Mandela Washington Fellow for Young African Leaders

(YALI) Atlanta Clark University Alumni. As well as being invited by the prestigious Crans Montana Forum New Leader of Tomorrow Africa South to South Cooperation. Another one of his personal achievements was being recognized and inducted into the Namibia Business Hall of Fame 2015 laureate. Finally, Mr. Hafeni says he is honoured to be the Swakopmund Town Councilor.

Tourism industry

Mr. Hafeni admits that as a youth he was not certain which career direction he would take. However, by putting himself out there and not being afraid to start at the bottom as a dishwasher in a restaurant he



gained the knowledge and discovered his passion for the hospitality industry. Which eventually led to his Career as a tour guide in East African and Southern Africa and the eventual owner of his own company

The future of Tourism post Covid era

How can Africa's Youth be a bigger part of innovation in the tourism sector?

"African Youths are the future now not tomorrow" Said Mr. Hafeni "Therefore we need to create a platform that encourages more youth participation at conferences and summits." Additionally, Mr. Hafeni says there is a need to give youth the needed experience to be effective leaders. "Innovation is key in the tourism sector. Tourism is constantly evolving and young people getting into the sector need not only learn the new trends but contribute to the evolution." Said Mr. Hafeni

What are some of the core challenges you think tourism entrepreneurs are facing?

Mr. Hafeni says that although Youths may want to get into the industry the challenges they face is a lack of understanding how the industry truly functions predominantly due to a lack of mentors. *"I would encourage all young people looking to get into the industry to get yourself a mentor. I am a product of all the things my mentors have taught me."* said Mr. Hafeni. Mr. Hafeni adds that "There needs to be a lot more training on how young people can start initiatives and businesses."

What support do you believe would accelerate the revival of the African tourism industry?

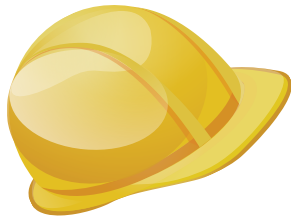
Mr. Hafeni believes that a push for more intercontinental travel among Africans is the future of the industry. He believes in making Africa a more appealing travel destination to other Africans, who prefer to travel out of the continent for leisure. Additionally, the formation of a continent wide tourism association that encourages easy access to other African countries would revive the continent's tourism Industry. "There is an opportunity for so much cultural exchange that Africans could benefit from if they

had an opportunity to travel to other African Countries." Said Mr. Hafeni

Conclusion

Mr. Hafeni encourages youths to take advantage of their youth and start as early as possible in their path towards their careers. "Start now, get yourself a mentor and begin defining the path of your legacy." Said Mr. Hafeni. He also encourages youths to keep asking themselves what their passions and purpose in life is, and work towards that purpose. In conclusion Mr. Hafeni says *"I believe in the potential of all young Africans. You are a champion"*





TENDERS



CAREERS

Karasburg Town Council

Description: Karasburg Town Council hereby invites qualified, competent and registered Namibian companies to submit offers for the provision of security services to the Karasburg Town Council.
Bid Closing date: 28 September 2022

Namdeb Diamond Corporation (Pty) Ltd

Description: Namdeb Diamond Corporation (Pty) Ltd hereby invites reputable and qualified service to submit tenders for the provision of on-site Environmental Auditing Services aligned to the ISO 14001 Environmental Management System. The scope of the audits shall cover all activities, products, services and facilities that Namdeb control or influence, that have or can have a significant impact on the environment related to all exploration, mining, engineering and treatment activities and processes associated with Diamond Mining within all active mining area: Orange River Mines (Including Sendelingsdrif and Daberas) and Southern Coastal Mine.
Bid Closing date: 30 September 2022

NamPort

Description: Quotations are hereby invited for the following: Supply, delivery and installation of network infrastructure - NCT-NEC16. Please confirm the closing time as it was not published.
Bid Closing Date: 26 September 2022

Description: Quotations are hereby invited for the following: Supply and delivery of port users trophies 2022. Please confirm the closing time as it was not published.
Bid Closing date: 28 September 2022

Description: Sealed Bids are invited for the Supply & Delivery 4 (Four) x 4 Ton Forklifts for the Port of Walvis Bay.
Bid Closing date: 30 September 2022

NAMFISA

Description: Bids are hereby invited for the procurement of social media content development and management services to NAMFISA for a period of 24 months.
Bid Closing date: 26 September 2022

Swakop Uranium

Position: SENIOR OFFICER: ENVIRONMENT COMPLIANCE
Closing Date: 6 October 2022

Position: COORDINATOR: SUSTAINABLE DEVELOPMENT
Closing Date: 3 October 2022)

Eduace Tutorial College CC

Position:Teacher- Mathematics and Biology
Closing Date: 14 October 2022

Position: Teacher- and Chemistry
Closing Date: 14 October 2022

Trustco Group International (Pty) Ltd

Position: Risk & Compliance Manager
Closing Date: 03 October 2022

First National Bank Holdings

Position: Finance Manager - IRC230840
Closing Date: 28 September 2022

Position: Credit Manager C - IRC230873
Closing Date: 29 September 2022

Namibia Statistics Agency

Position: Junior Multimedia Specialist (6 months fixed-term contract)
Closing Date: 30 September 2022

Position: Manager: Internal Audit
Closing Date: 30 September 2022

Position: Human Resources Practitioner
Closing Date: 30 September 2022

Hartlief Corporation Ltd

Position: Manager Compliance & Audit
Closing Date: 30 September 2022

Liberty Heritage School

Position: Teacher (History and Geography Grade 8-12)
Closing Date: 30 September 2022

Seapride Foods

Position: Merchandiser
Closing Date: 29 September 2022

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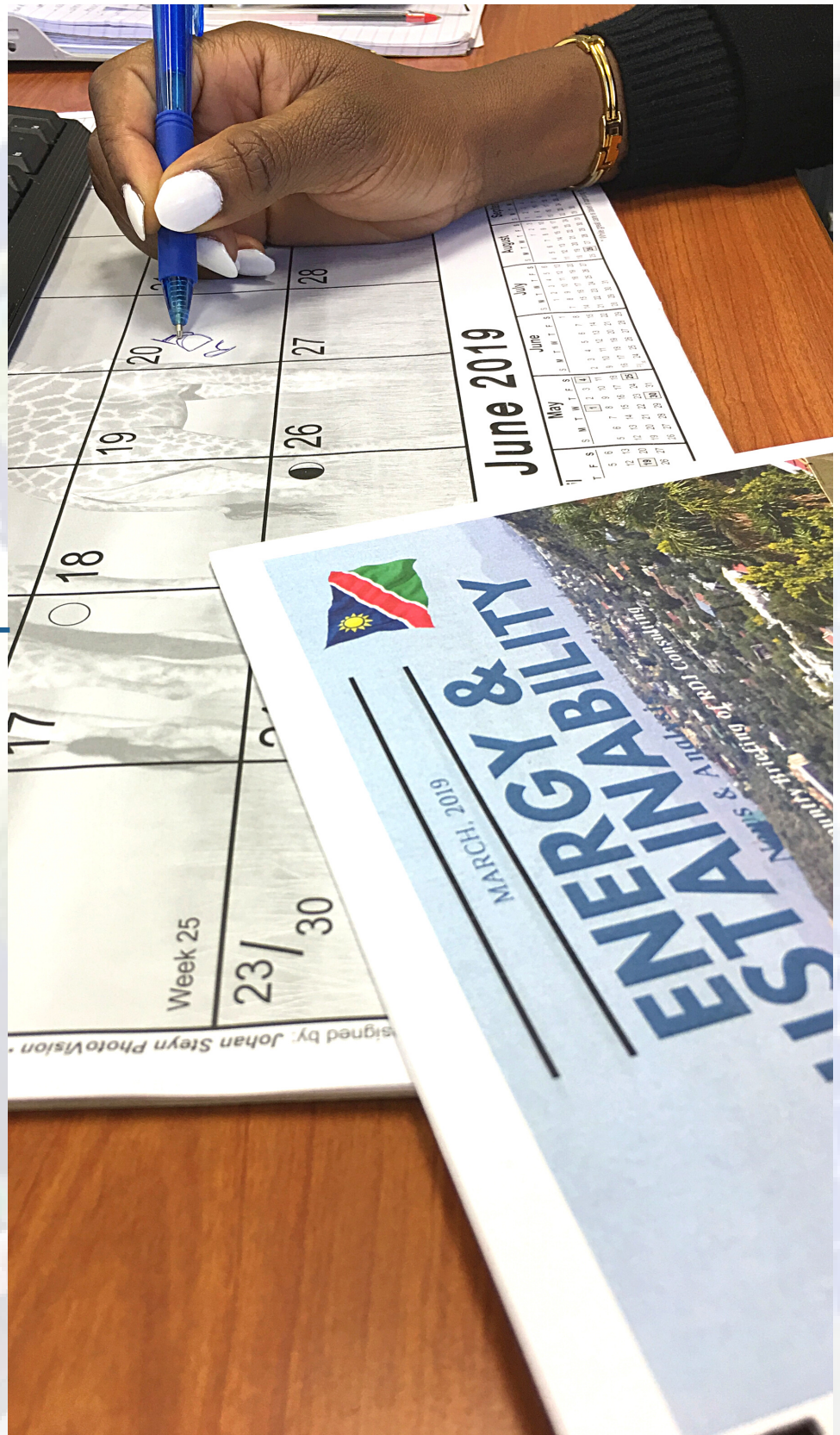
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